

American Indian
Quit Line Data Summary
April 1 - June 30, 2004

	Amer. Indian	State
Number of Calls to Quit Line	N = 82	N = 2,932
Percent of Statewide Calls	3.7%	100.0%
Percent of State Population¹	1.5%	100.0%

	Amer. Indian %	State %
Gender	N = 82	N = 2,604
Female	67.1%	62.4%
Male	32.9%	37.6%
Race/Ethnicity	N = 82	N = 2,203
American Indian	100.0%	3.7%
Age	N = 80	N = 2,425
Less than 18 years old	1.3%	1.8%
18 - 24 years old	17.5%	14.6%
25 - 34 years old	22.5%	22.7%
35 - 44 years old	21.3%	27.4%
45 years and older	37.5%	33.5%
Education	N = 81	N = 2,312
Did not graduate high school	22.2%	20.6%
High school graduate	35.8%	35.9%
Some college/vocational school	34.6%	33.6%
College graduate	7.4%	9.9%
Caller Type	N = 82	N = 2,700
General Information	1.2%	9.5%
Health care provider	1.2%	4.9%
Tobacco user	97.6%	85.6%
Payer Type	N = 67	N = 1,873
Insured	28.4%	31.1%
Uninsured	19.4%	30.3%
Medicaid	52.2%	38.6%
Heard About	N = 69	N = 2,176
Past caller	18.8%	15.2%
Employer/worksites	1.4%	0.9%
Health care provider	30.4%	31.3%
Television	14.5%	11.0%
Outdoor advertisement (billboard/bus/wall)	1.4%	1.8%
Targeted mailing	0.0%	0.3%
Great Start	0.0%	0.1%
Radio	0.0%	1.5%
Newspaper/Magazine	0.0%	0.4%
Brochure/Newsletter	2.9%	6.1%
Family or friend	26.1%	23.9%
Health Department	4.3%	6.3%
School	0.0%	1.3%